



info suisse

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October/November Octobre/Novembre 2009

FEATURE:
Information Technology

REPORTAGE :
L'industrie des TI

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Swiss Canadian Chamber of Commerce (Ontario) Inc.

756 Royal York Road • Toronto, Ontario M8Y 2T6

Tel: (416) 236-0039 • Fax: (416) 236-3634 • E-mail: sccc@swissbiz.ca • www.swissbiz.ca

BOARD OF DIRECTORS • 2009 – 2010

President:

Hans Munger

Urban Edge Shading Inc.
181 Amber Street, Markham ON L3R 3B4
Tel: 905-470-6901
E-mail: hansm@urbanedgeshading.com
Website: www.urbanedgeshading.com

Vice-President:

Phillip Gysling

Mesh Innovations Inc.
174 Hallam Street, Toronto ON M6H 1X5
Tel: 416-871-8159
Email: phillip.gysling@meshinnovations.com
Website: www.meshinnovations.com

Treasurer:

Urs Villiger

RE/MAX WEST REALTY INC.
1678 Bloor Street West, Toronto ON M6P 1A9
Tel: 416-562-7701
Email: villiger@rogers.com
Website: www.remaxwest.com/UVilliger

Secretary & Legal Counsel:

Bernard Lette

Lette Whittaker LLP
20 Queen Street West, #3300, P.O. Box 33, Toronto ON M5H 3R3
Tel: 416-971-4898
Email: bllette@lette.ca
Website: www.lette.ca

Past President:

Ernst Notz

2 Hunter Avenue, Toronto ON M6E 2C8
Tel: 416-784-2872
Email: ernst.notz@rogers.com
Website: www.nacora.com

Board of Directors:

Rudi Blatter

Lindt & Spruengli (Canada) Inc.
181 University Avenue, Suite 900, Toronto ON M5H 3M7
Tel: (416) 351-8566
Email: rblatter@lindt.com
Website: www.lindt.com

Jean-Jacques Henchoz

Swiss Reinsurance Company
150 King Street West, # 2200, POB 50, Toronto ON M5H 1J9
Tel: 416-408 0272
Email: jeanjacques_henchoz@swissre.com
Website: www.swissre.com

Roger Hunziker

The Bata Shoe Museum
327 Bloor Street West, Toronto ON M5S 1W7
Tel: 416-979-7799 x 242
Email: roger.hunziker@batashoemuseum.ca
Website: www.batashoemuseum.ca

Sandra Leuba

Manulife Investments
250 Bloor Street East, East Tower 12, Toronto ON M4W 1A5
Tel: 416-852-7707
Email: sandra_leuba@manulife.com
Website: www.manulife.ca

Ronnie Miller

Hoffmann-La Roche Ltd.
2455 Meadowpine Boulevard, Mississauga ON L5N 6L7
Tel: 905-542-5522
Email: ronnie.miller@roche.com
Website: www.rochecanada.com

Fabian Richenberger

32 Duart Park Road, Toronto ON M4E 1J2
Tel: 416 454 03 87
Email: frichenberger@norfin.com

David Turnbull

Canadian Courier & Logistics Association
169 Beechwood Avenue, Willowdale ON M2L 1J9
Tel: 416-449-2860
Email: david.turnbull@gmail.com

Nominated for Election:

Julien Favre

UBS
154 University Avenue, Toronto ON M5H 3Z4
Tel: (416) 345-7033
Email: julien.favre@ubs.com
Website: www.ubs.com/1/e/canada

Daniel Oehy

Swissmar
35 East Beaver Creek Road, Unit 6, Richmond Hill ON L4B 1B3
Tel: 905-764-1121
Email: danielo@swissmar.com
Website: www.swissmar.com

Honorary Director:

Bruno Ryff

Consulate General of Switzerland
154 University Avenue, Suite 601, Toronto ON M5H 3Y9
Tel: 416-593-5371
Email: bruno.ryff@eda.admin.ch
Website: www.eda.admin.ch

Liaison Officer Consulate General of Switzerland:

Philippe Crevoisier

Consulate General of Switzerland
154 University Avenue, Suite 601, Toronto ON M5H 3Y9
Tel: 416-593-5371
Email: Philippe.Crevoisier@tor.rep.admin.ch
Website: www.eda.admin.ch

Executive Assistant:

Patricia Keller Schl pfer
756 Royal York Road, Toronto ON M8Y 2T6
Tel: (416) 236-0039 Fax: (416) 551-1011
E-mail: sccc@swissbiz.ca
Website: www.swissbiz.ca

Electronic Typesetting and Assembly:

Nancy Raitt @ corptype

Printed by: J. B. Deschamps

Dear Members,

Labour Day has come and gone, and life is well back on the road to normality again. Even the economy seems to slowly show some weak signs of recovery and the weather finally realized that it owes us a few warm, sunny days!

And what a beautiful day it prepared for us on 14th September, when the SCCC held its annual golf tournament at Meadowbrook Golf & Country Club. We set a new attendance record both on the course and in the clubhouse in the evening. With weather like this, no wonder we almost needed pushers like on the Tokyo subway system to get guests off the outdoor deck into the dining room! All in all, everyone seemed to have had a great day and I believe our Ambassador to Canada, Werner Baumann, and his wife Susanne also enjoyed their golf outing with the SCCC here in Toronto.

I am pleased to welcome a new columnist to our *info suisse* publication: Ms. Karin Lindner, founder and owner of Karico Performance Solutions in Richmond Hill, Ontario. Karin is a human performance specialist who helps enterprises, particularly those involved in manufacturing, as well as individuals to optimize employer-employee relationships for a better performance of both in the workplace. Welcome Karin to *info suisse*; we are looking forward to your regular contributions.

The SCCC events committee is presently busy putting the finishing touches on an exciting event that we will hold on 21st October at the Spoke Club, 600 King Street West in Toronto. Co-hosted by Narimya Pharmaceuticals Inc. who is the Canadian distributor of, amongst others, Spirig of Switzerland, producer of high-quality skin care products, we have been able to engage Dr. Neil H. Shear, MD, Professor and Chief of Dermatology at the University of Toronto Medical School to give a presentation on "*Skin care in the early 21st century*". This is a topic of great interest (and concern) to many of us and I am looking forward to an entertaining and educational evening at the beautiful Spoke Club. The venue on its own is worth a visit! Please mark your calendars and join us on 21st October.

I am sure you have already reserved another important date on your agendas: Saturday, 21st November, when the SCCC will host its annual Dinner & Dance event, which will again be held at the elegant King Edward Hotel that had garnered rave reviews in the past. We are looking forward to welcoming you and your guest(s) at this popular event, which will be the last one in 2009. Please help us spread the word and tell your friends, customers and acquaintances where Toronto's best party will be on 21st November!

Sincerely,

Hans Munger, President



UPCOMING EVENTS

October 21

Cocktail Reception at the Spoke Club, 6-9pm
with Presentation by Dr. Med. Neil Shear

November 21

Gala Dinner Dance at Le Meridien King Edward, 7pm Cocktails,
8pm Dinner

Further Information can be found on www.swissbiz.ca/upcoming_events
or (416) 236-0039

La Chambre de Commerce Canada-Suisse (Montréal) Inc. Swiss Canadian Chamber of Commerce (Montreal) Inc.



1572 Avenue Docteur Penfield, Montréal, Qué. H3G 1C4 • Tél: (514) 937-5822 • Fax: (514) 954-5619 • E-mail: info@cccsmtl.com • Web site: www.cccsmtl.com

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Présidente / President

Me Monica Schirdewahn
Avocate / Lawyer
Lette & Associés
Tél: (514) 871-3838, # 213
Fax: (514) 876-4217
E-mail: mschirdewahn@lette.ca

Secrétaire / Secretary

Mr. Raphael Delacombaz
Director
UBS Bank (Canada)
Tél: (514) 985-8104
Fax: (514) 985-8128
E-mail: raphael.delacombaz@ubs.com

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Mr. Jean Serge Grisé
Conseiller en affaires publiques
Tél: (450) 674-2251
E-mail: jsgrise@hotmail.com

Mr. Olivier Schlegel
General Manager for Canada
Swiss International Air Lines
Tél: (514) 954-5600, # 6610
Fax: (514) 954-5619
E-mail: olivier.schlegel@swiss.com

Trésorier / Treasurer

Mr. Othmar Widmer
Consultation Widmer
Tél: (514) 290-4822
E-mail: widmer.aviation@gmail.com

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Mr. Ch. Dubois
Conseiller de la Ville
Ville de Montréal (Arrondissement Pierrefonds-Roxboro)
Tél: (514) 624-1488
Fax: (514) 624-1415
christiangdubois@ville-montreal.qc.ca

Me Jean-Marc Ferland

Avocat
Ferland, Marois, Lanctot
Tél: (514) 861-1110
Fax: (514) 861-1310
E-mail: ferland@fml.ca

Mr. Moritz Gruber
Président
System Huntingdon Inc.
Tél: (450) 264-6122
Fax: (450) 264-6066
E-mail: mgruber@systemeinc.com

Mr. Olivier Rodriguez
Responsable service bourse
Mirabaud Gestion Inc.
Tél: (514) 393-1690
Fax: (514) 875-8942
E-mail: orodriguez@mirabaud.ca

Mr. Bruno Setz
Consultant
Tél: (514) 767-5123
E-mail: brunosetz@videotron.ca

Mr. Paul Wieser
PDG pour le Canada
Busch Vacuum Technics Inc.
Tél: (450) 435-6899
Fax: (450) 430-5132
E-mail: pamawi@busch.ca

Directeur honoraire / Honorary Director

Mr. Claude Duvoisin - Consul général
Tél: (514) 932-7181
Fax: (514) 932-9028
E-mail: claudeduvoisin@eda.admin.ch

Liaison au Consulat général de Suisse

Mr. Markus Osterburg - Consul
Tél: (514) 932-7181
Fax: (514) 932-9028
E-mail: markus.osterburg@eda.admin.ch

Conseiller juridique / Legal Counsel

Lette & Associés
Tél: (514) 871-3838, # 213
Fax: (514) 876-4217
E-mail: mschirdewahn@lette.ca

Responsable de l'administration / Administration Officer

Mr. Andreas Kräuchi
Tél: (514) 937-5822
Fax: (514) 954 5619
E-mail: info@cccsmtl.com

Chers membres,

L'été tirant sa révérence, les affaires reprennent de nouveau et les projets automnaux réveillent de nouvelles motivations et soulèvent l'enthousiasme. Bien qu'encore dans des temps économiques globalement incertains, le Québec continue néanmoins d'accueillir de nouveaux investisseurs étrangers et de créer des histoires locales à succès.

Nous ne pouvions trouver meilleure façon de célébrer les deux en organisant notre cocktail d'ouverture de saison dans les locaux d'une compagnie suisse, investissant au Québec et ayant récemment rejoint les rangs de la Chambre en tant que nouveau membre. Comme ceux d'entre vous qui étaient présents le 17 septembre peuvent en témoigner, la Boutique Nespresso, un grand succès suisse, dirigée, à Montréal par monsieur Jacques Démont, s'est bien implantée en sol canadien. Nous sommes reconnaissants du chaleureux accueil reçu à cette occasion. Des remerciements particuliers à notre Consul Général, Monsieur Claude Duvoisin, pour sa généreuse commandite de vin et au comité des membres qui a rendu tout cela possible.

La diversité des invités au cours de cette soirée, un mélange de membres de longue date et de nouveaux hôtes, était une raison supplémentaire de célébrer puisque cela démontrait clairement que la Chambre pouvait embarquer à bord d'un bateau combinant tradition et innovation. La Chambre va continuer à respecter et à perpétuer les traditions qui ont été développées au cours de ses 40 années d'existence. En même temps, elle restera ouverte, cherchera des idées innovatrices pour attirer de nouveaux membres, canadiens et suisses, explorera les chemins qui permettront de resserrer les liens entre tous et chacun et d'améliorer leurs intérêts d'affaires respectifs.

Les temps ont peut être changés, mais la mission de la Chambre, telle qu'elle avait été définie par nos membres fondateurs, il y a 40 ans, est toujours aussi pertinente.

Joignez-vous à nous et découvrez comment nous pouvons assurer la continuité et l'innovation de la Chambre. Au plaisir d'avoir de vos nouvelles, cordialement.

Dear Members,

Upon the close of the summer, business is starting to accelerate again, with new motivation and enthusiasm being brought to autumn projects. Despite continuing uncertain economic times globally, Quebec is nonetheless continuing to welcome new foreign investments and create local success stories.

We couldn't find a better way of celebrating the two than by holding our Season Opening Cocktail at a Swiss company, investing in Quebec and who recently joined the Chamber as a new member. As the many of you who were present on September 17th, were able to witness, the Boutique Nespresso, with its dynamic director, Jacques Démont, has been able to bring Swiss success to Canadian soil. We were grateful for the warm welcome we received as well as to our Consul General, M. Claude Duvoisin, for his generous sponsorship of the wine, and to the committee members who made it all happen.

The mix of guests that evening, being made up of long-time members as well as a host of new attendees was another reason to celebrate - as it clearly showed that the Chamber can embark on a journey combined of both tradition and innovation. The Chamber will continue respecting and following traditions that have developed over the course of its 40 years of existence. At the same time, it will also be forward-looking, finding innovative ways of attracting new members, both Canadian and Swiss, and exploring the ways in which the ties between them can be strengthened and improve their respective business interests.

Times may have changed - but the mission of the Chamber, as was set out by our founding members 40 years ago - is still as relevant today as it was then.

Join us in discovering how we can ensure the continuity and the innovation of the Chamber.

We look forward to hearing from you,

Best regards,

Monica Schirdewahn



ÉVÉNEMENTS / UPCOMING EVENTS

5 novembre 2009 /
November 5th, 2009

Carrefour Europe / Carrefour Europe

26 novembre 2009 /
November 26th, 2009

Soirée Fondue / Annual Fondue evening

Information et détails/and details : www.cccsmtl.com ou/or (514) 937-5822

WEB MARKETING – THE COMBINED POWER OF SEARCH MARKETING AND WEB ANALYTICS

This past year saw two notable anniversaries come and go with little fanfare. Yet the impact of these events changed the way the world does business today. The first event took place on September 2, 1969 and involved the passing of the characters "qwerty" from one computer over a grey wire to another computer. This simple task would be the first building block in what would become known as the Internet. The second event took place at CERN in Geneva Switzerland on March 13, 1989 when Sir Tim Berners-Lee launched to his peers a document sharing application that worked over the Internet utilizing something called HTML (Hyper Text Mark-up Language). This application would quickly become known as the World Wide Web.

It took 20 years to go from the start of computer networking to the development of the World Wide Web. In the twenty years since then what have we seen? We've seen the web become a marketing hot bed, the boom and bust and boom on banner ads, the invention of search engines and the invention of web based commerce (e-commerce). With this ever changing technology driving new business and helping existing business expand into markets they never dreamed of, two new industries were born.

The first industry traces itself back to 1989 when Berners-Lee simply wanted to know how many people came and visited his demo site and how many page views they generated, so that he could see the demand on his web server. This is the basics of web analytics. By today's standard this is basic stuff, but as the skills and software needed to monitor web sites continued to evolve along with the web, within 10 years web analytics started to migrate away from the hands of the technology department into the heads corporate marketing. Web Analytics now did much more than measure sever loads, it told the marketing team,



where visitors were coming from and what they did on the site. They could start measuring which ads were driving tire kickers and which ones were driving buyers.

Around 1998, Google started changing the way search engines worked. First they cleaned up the user interface making it much simpler to search. Next they developed a better algorithm (formula) for ranking results, thereby generating higher quality results. Lastly they got rid of generic banner ads and sold keyword phrase targeted ads. As the better quality search engine started drawing an ever growing audience away from the other search engines (such as Alta Vista, Excite, Infoseek, Yahoo, etc.), Google's dominance grew and gave birth to two new industries. The first, known as Search Engine Optimization (SEO) helped companies get their sites ranking high in the Google search results. With more than 1/2 of the USA users

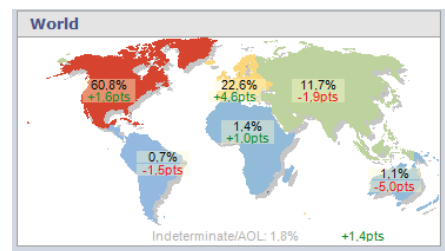


and over 80% of the rest of the world using Google, it became critical that when someone searched for your service or product that you appeared in the top 10 if not the top 5 search results in Google. The other industry known as Search Engine Marketing (SEM) that emerged helped companies navigate and correctly implement and manage their

search ad campaigns. Despite the promised and delivered ease of implementation, the actual daily management and optimization of these ads to generate leads and sales was and is beyond most companies.

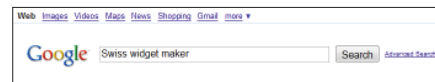
In the early days, companies relied on simple metrics to measure their success at SEO & SEM. For SEO it was how does my site rank for the targeted phrases and for SEM how many direct leads/sales did my search campaign generate.

Yet smart web marketing firms foresaw the marriage between the emerging powerful web analytics tools and SEO & SEM. By combining these elements, new and better measurements were implemented



and a Return on Investment (ROI) could be approximated.

For SEO it was no longer simply you are now ranking number 4 in Google for the term "Swiss widget maker" or number one for your company name (after all how many other companies have the same name). Smart Search Marketers asked the question "Do people search on these phrases?" and "Do they click on the listing and then do they buy on our site right away or do they come back and buy at a later date?". With this extended information in hand, many companies started discovering that many of the terms they had targeted in their SEO project just didn't work. Of course, it takes

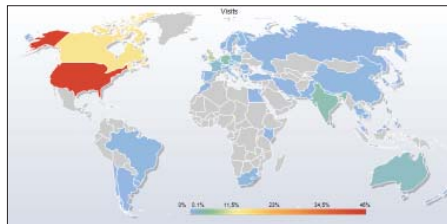


further analysis to determine if it was the targeted phrase or problems with the web site. Now armed with this information in hand, the concept of continual SEO monitoring improvement got intertwined with the



web site development and the concept of lifecycle development was born.

When it came to SEM, life was somewhat simpler. One could see immediately if specific ads were driving clicks or not. Changes could be made quickly and results reviewed within 24 hours. Of course in the early days,



measurement was generally attributed to what is called "click-through rate" (CTR). The CTR merely measured how good the ad was at generating clicks to your site and not at the quality of the click. Once again, smart Search Marketers leveraged web analytics to make SEM a powerful tool. New measurements started to include bounce rate (how many people went beyond the landing page for the ad), how many sales/leads could be attributed to the targeted phrases, what was the ROI for the ad or targeted phrase. Just because an ad drove lots of sales, did the cost for it exceed revenue of the sales? Which phrases were driving lots of traffic

and not converting, could these phrases be refined based on a better targeted search query (purchased phrase "swiss widgets", but all sales happen for the expanded phrases "swiss widgets wholesalers") to quickly optimize the campaign.

Ultimately, it is the marriage between web analytics, search engine optimization and search marketing that today is driving the most successful web based businesses. Through search engines a company can easily market their products anywhere in the world, but without web analytics companies can't easily evaluate which marketing efforts are the best performers and which ones need to be adjusted. This reliance on web analytics was just one of the motivators behind leading search engines like Google and Yahoo from launch their own free web analytics tools that compete with the lower end offerings from the web analytic powerhouses like WebTrends, Omniture and AT Internet (formerly XiTi). The web is only 20 years old and it will be interesting to see where it will be in another 20 years.

K'necht is a pioneer in web site development & marketing dating back to 1995 and is a frequent speaker at conference throughout the world. Through his Toronto, Canada based company K'nechtology

Inc. (www.knechtology.com) he helps companies world-wide implement SEO, SEM campaigns, web analytics solutions and teaches them how to measure their web marketing success.

BIENVENUE AUX NOUVEAUX MEMBRES

SCCC (MONTREAL) INC.

Individual members / membres individuels

Mr. Stefan Bracher

Bracher-Automation

3550 Jeanne Mance, appt. 1812

Montréal, QC H2X 3P7 Canada

514-285-0599

E-mail :

stefan.bracher@bracher-automation.com

Web : www.bracher-automation.com

Mr. Charles Berthoud

Bertz Hospitality Consultant

5918 Mc Lynn

Montréal, QC H3X 2R2 Canada

514-814-3188

E-mail : charlesberthoud2004@yahoo.com.hk


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PHILM: SWISS INNOVATION COMES TO CANADA

By Bernhard Kümmerli, founder and CEO of Philm

As many readers will already know, the USB drive has been available as a passive storage device as long as the DVD and the CD-ROM. In fact, for years now, every computer manufactured has at least one USB port that facilitates the easy drag and drop of files onto the external physical form of the now ubiquitous USB stick. This is the opportunity for innovation that Philm founder and former Bain & Company partner Bernhard Kümmerli from Switzerland recognized while studying design at the California College of the Arts in San Francisco. Philm brings the USB to life with programs that reside on the stick and synchronize in a secure environment with servers when the sticks are plugged into a computer that is online.

Consider for a moment the vast amount of printed paper communications, particularly in a marketing and sales support function (brochures, price lists, presentations), that continue to be produced and become waste the minute information changes. Indeed, it would seem the timing for Philm could not be better as organizations look for alternative, greener solutions; the efficiency of Philm presents itself at the very first update when one realizes a trip to the print shop and a call to the courier is never needed



again. But it gets better. How exactly do you know if the printed materials are even read? With Philm you get the metrics of a website in a focused, corporately branded, physical environment that elevates your communications above the clamor of the Internet and the clutter of email. Philm is the bridge between Online and Offline; a tangible, digitally powered communications tool that puts your brand in the hands of customers, prospects and employees.

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"With a network of sales professionals growing throughout Europe and a track record of delivering tremendous value to our clients I am very excited to now bring Philm to the technologically forward-minded market of Canada" comments Kümmerli.

For more information or a product demonstration contact Christopher Geddes at the Canadian Philm office: 416.450.4648 or by email: chris@philm.com



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THE LATEST DEVELOPMENT IN IT FOR AIRLINE CUSTOMERS

Article compiled by O. Widmer, source: IATA publications

All of us travel more or less frequently by plane. While we enjoy this way of travelling, many of us dislike the processes leading to our being accommodated on board mainly because of too much queuing and dependence on service personnel.

A recent poll by IATA confirms this. In answer to the following question: "Would you favour airlines to provide the passenger with more self-service options?" More than half of those interviewed responded yes: 55% in the Americas, 57% in Europe, 65% in Africa/Middle East and 54% in Asia/Pacific.

The airlines have done quite a bit so far, by offering self-check in various forms. However passengers, in particular frequent flyers, want even more time saving devices. In line with this request and also due to economic pressure, further developments will be pushed forward by the airlines together with other stakeholders such as ground handlers and SITA (Specialists in air transport communications and IT solutions).

IATA, the International Air Transport Association, coordinates a number of such initiatives which are at this point in time in various stages of implementation.

SELF CHECK-IN:

Widely spread and used. It works by using self-service kiosks at airports or via internet using the web-check in functions on the airline web-site. Once you have successfully completed the check-in, you are required to print your boarding pass.



SELF TAGGING OF THE BAGGAGE:

You print the baggage tags yourself at airport kiosks and put them on your baggage. Afterwards you deposit your self-labeled suitcase at a so called baggage drop counter. Some airlines already have this feature.

SELF BOARDING:

This will work either with a bar-coded boarding pass or with a text message on the passenger's cell phone containing a bar-code. The passenger will scan his bar code at a reader in the departure gate of his flight and then be admitted on board. An example of Air Canada looks as follows:

E-FREIGHT:

The IATA e-freight project aims to take the paper out of air cargo. Each air cargo shipment carries with it as many as 30 paper documents. IATA e-freight replaces 13 of these documents with electronic messages. That will increase to 16 in 2009 and to 20 in 2010.

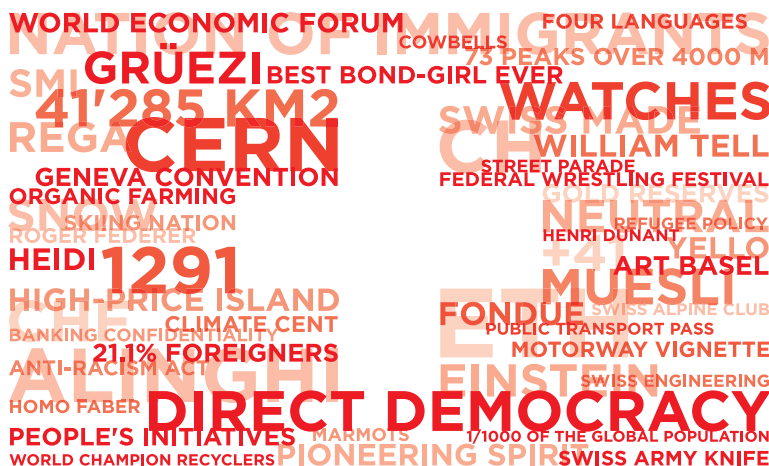
Key benefits include:

- Lower costs: industry savings of up to US\$4.9 billion annually
- Faster service: a reduced cycle time of an average of 24 hours
- Greater reliability and accuracy: one-time electronic data entry at point of origin
- Better visibility: electronic documentations allows for online track and trace functionality

The above examples represent some of the most important IT innovations which concern airline customers (more are evaluated and tested).

IT applications have become part of our every-day life and the airline industry is no exception. On the contrary, they will play an even more important and perceptible role in the future. Hopefully all of these innovations will contribute to easier and more comfortable travelling and shipping of goods.

Above information quoted with permission of IATA



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SWISS NEWS, WORLD WIDE

SOLUTIONS MULTIMÉDIA

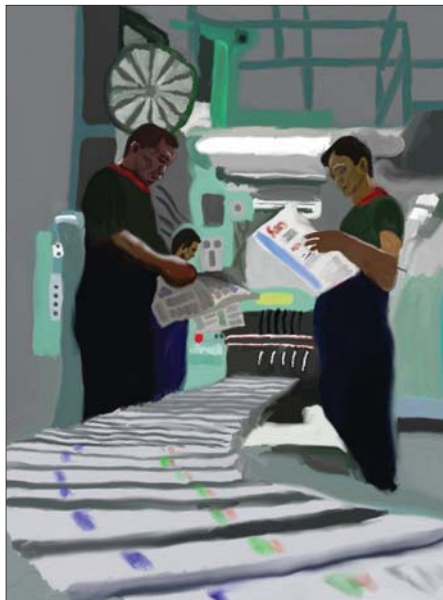
NOUVELLES TECHNOLOGIES, VIEUX DÉFIS

Comme membre de la communauté suisse au Canada vous vous intéressez certainement aux nouvelles qui parviennent de la Suisse. Les médias en général ont beaucoup changé quant aux moyens de nous informer. Nous vous l'illustrons dans cet article en prenant l'exemple des chaînes de télévision et de radio suisses : elles diffusent désormais une grande partie de leurs programmes via Internet; peut-être avez-vous déjà regardé le Téléjournal sur votre ordinateur ? La compagnie responsable de l'infrastructure des serveurs derrière la diffusion de toutes ces informations est SWISS TXT avec son "Multimédia Playout Center (MPC)" qui se trouve à Bienne dans le canton de Berne.

Imaginez que vous deviez accomplir la tâche suivante: vous êtes chargés de faire parvenir à temps aux lectrices et aux lecteurs les journaux et les magazines d'une maison d'édition. Utilisé par les unités d'entreprises de la Société Suisse de radiodiffusion et de télévision (SRG SSR), le Multimédia Playout Center (MPC) de SWISS TXT assume une tâche similaire, mais il doit fournir, au lieu de produits imprimés, des pages web ainsi que des fichiers audio et vidéo.

COLLABORATION AVEC DES PARTENAIRES

Étant donné que les abonnés sont répartis à travers le pays, une tournée de livraison unique serait beaucoup trop longue. Il faudrait disposer de toute une équipe de livreurs, qui ne devraient pas tous se rendre à l'imprimerie pour venir prendre les marchandises à livrer. Il vaudrait mieux organiser une distribution grossière et ensuite une distribution capillaire. Cette approche est cependant complexe. Heureusement, d'autres organisations ont des besoins fort semblables, ce qui offre la possibilité de créer avec elles un réseau de livreurs et d'en partager les coûts.



UNE APPROCHE DÉCENTRALISÉE

Et si les journaux n'étaient pas produits par une seule imprimerie mais par plusieurs, géographiquement bien situées? La livraison se ferait dans certaines circonstances beaucoup plus rapidement grâce à une première distribution grossière. Néanmoins, la nécessité d'exploiter plusieurs imprimeries et la distribution des modèles pour l'impression serait plus complexe.

LES BONS VIEUX CHEMINS DE FER

Les produits imprimés sont pour une bonne part transportés par voie ferrée. Le réseau ferroviaire, qui interconnecte la Suisse et l'Europe, est une bonne comparaison aux connexions à Internet. A un moment donné, le nombre de rails et leurs capacités sont plus ou moins fixes. Il en va de même pour les connexions à Internet.

LIVREURS = SERVEURS

Mais assez d'exemples du « vieux » monde de l'impression! Qui sont donc au sein du MPC



l'imprimerie, les livreurs et la gare? Dans le « nouveau » monde d'Internet, les unités d'entreprise SSR représentent les maisons d'édition commettantes. Leurs rédactions créent des sites web, des émissions de radio et des émissions de télévision. Elles disposent pour cela d'une installation de stockage des données d'une capacité énorme, le « Storage ». A partir de Zurich, de Genève, du Tessin et des autres sites abritant des unités d'entreprises, les contenus multimédias sont distribués via les liaisons de données internes de la SRG SSR.

La tâche du MPC consiste à distribuer aux internautes ces contenus multimédias de manière fiable, rapide et avantageuse. Dans l'univers MPC, les livreurs proprement dits – les porteurs de journaux pour une maison d'édition – sont les serveurs, soit des ordinateurs spécialement conçus pour cette fourniture de données.

On distingue grossièrement deux types de serveurs: le serveur web et le serveur streaming. Le serveur web fournit toutes sortes de fichiers plus ou moins volumineux; le serveur streaming excelle dans l'art de fournir des flux de données audio et vidéo (ce qu'on appelle «streaming»), de sorte que l'utilisateur puisse immédiatement les entendre ou les voir : il n'est donc pas obligé d'attendre que le fichier ait été entièrement téléchargé.

DES CHARGES DE POINTE IMPRÉVISIBLES

Tout comme c'est le cas pour le réseau ferroviaire, il est pratiquement impossible de concentrer toutes les lignes (rails) des connexions à Internet à un seul et même endroit (gare).

La demande de contenus enregistrés sur le système de stockage au MPC est parfois si forte qu'il est indispensable de faire appel à une distribution grossière en collaboration avec des partenaires – comme dans l'exemple des porteurs de journaux. Par exemple, la connexion à Internet du MPC atteint actuellement environ 4 gigabit par seconde (Gbps). Les événements ayant une grande valeur informationnelle, comme la chute du skieur Daniel Albrecht en janvier,



provoquent pendant une courte durée des débits de 3 à 4 Gbps. La transmission en direct sur Internet de la dernière élection au Conseil fédéral a même engendré une charge de pointe de 16 Gbps.

Étant donné que ces débits de pointe ne durent généralement que quelques minutes, il serait totalement insensé du point de vue économique d'adapter sa connexion Internet à de tels pics. On pourrait comparer cela à l'arrivée simultanée, à la même minute, de 200 trains dans la gare centrale de Zurich, qui dispose de quelque 25 voies et de 14 perrons.

RÉSEAUX DE DISTRIBUTION DE CONTENUS

C'est ici que les partenaires de livraison entrent en jeu.

Ce sont des entreprises qui possèdent un réseau de « gares propres » et de « livreurs » et qui aident les « imprimeries » à venir à bout de l'augmentation subite de la demande. Elles ont pour cela posé des lignes supplémentaires (leurs propres « rails ») et créé des points d'échange (« gares ») à des endroits où il existe déjà un grand nombre de lignes Internet. Elles y disposent également de bataillons de livreurs, à savoir de « fermes » de serveurs web et de serveurs streaming.

Depuis environ dix ans, une véritable « industrie de livraison de données » a vu le jour. Il s'agit des réseaux CDN (Content Delivery Networks). Les divers fournisseurs de CDN se différencient pour l'essentiel par leurs concepts relatifs au nombre et à l'équipement de « rails », de « gares » et de fermes de serveurs. Le partenaire CDN actuel du MPC, la société Akamai, est l'un des plus anciens fournisseurs et le leader du marché. L'approche qu'elle applique est la possession d'un nombre maximum de petites « gares » réparties dans le monde entier, soit actuellement quelque 50 000.

LA BONNE COMBINAISON

Comme c'est souvent le cas, le quotidien constitue une combinaison réussie des



approches susmentionnées pour relever de manière optimale des défis variés et complexes – comme ceux qui sont liés à notre tâche.

Étant donné que les coûts constituent un facteur décisif et qu'une connexion propre à Internet, capable d'assumer une charge de base constante plutôt basse, est nettement plus avantageuse qu'une collaboration avec des fournisseurs de CDN, une extension de la connexion est généralement le moyen



de préférence pour augmenter la capacité du MPC.

Une autre connexion garantit en outre une meilleure protection contre les défaillances.

Nous aurons cependant toujours besoin d'entreprises de ce genre pour faire face à des pics et à des situations spéciales, à moins

que la SRG SSR idée suisse ne décide un jour d'être ses propres « CFF de données ».

Lukas Gysling – Luzerne, Switzerland
Head of Customer Relations
SWISS TXT Multimedia Solutions

SCCC Ontario 2009 – Golf Tournament

(for article please see page 24)

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THE NEW WORLD OF 3D

By Beat Raemy, CEO of Spatial View

Been to the cinema lately? The latest craze in new cinema technology is 3D movies. Unlike the 3D movies of the 50's that some of you may remember, this new technology produces clear, bright and exciting effects that practically knock you out of your seat. In fact, the experience is so impactful that Hollywood studios have announced over 70 new 3D film productions to be released between 2010 and 2011.

As exceptional as the 3D cinematic experience has become, it still suffers from the need for viewers to wear special 3D glasses in order to experience the amazing 3D effect. Spatial View Incorporated, a Toronto-based company led by Beat Raemy, CEO, who hails from Oberburg, Switzerland, is bringing the 3D experience to your Smartphone, mobile device, laptop and PC, all without the need to wear special glasses.



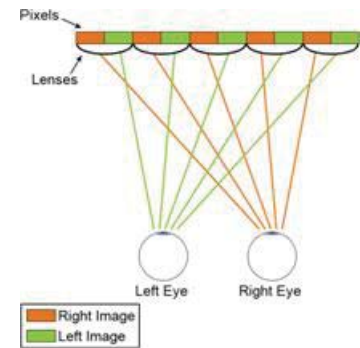
HOW DOES IT WORK?

The basic principle behind seeing in 3D is rather straightforward. Due to the 4 to 6 cm (1.6 to 2.3 inch) separation between the eyes, each eye has a slightly different viewpoint on its surroundings. To see the difference, focus on an object and view it with one eye at a time. As you switch from one eye to the other you'll notice that the image jumps and that the two images are slightly different. The images from these two different viewpoints are sent to the brain and this difference, or disparity, is interpreted as depth by a process in the brain known as stereopsis which results in depth perception.

3D viewing in the theatre or on a computer monitor is based on the same principle: two slightly different images are displayed on the screen and the imaging system must enable the left eye to see only the left-eye image, and the right eye to see only the right-eye image. Remember the View Master viewer with the round disks containing those stunning photos of the pyramids and other wonders of the world? Well, each disk contains two slightly different images of each photo; one for your left eye and one for your right eye. When you held the viewer up to your eyes and looked through it you were seeing the left image with your left eye and the right image with your right eye and presto – you were delighted by a

stunning image in 3D that you felt you could walk right into.

Spatial View has developed proprietary lenticular lens technology and software that directs a left image to your left eye and a



right image to your right eye. The brain takes over and through the process of stereopsis you see the image in 3D – without a special viewer, without special glasses. The effect is natural, comfortable and stunning.

THE EARLY DAYS

Much of the original technology on which the company is based was initially developed in Dresden, Germany in the mid to late nineties. Around 2003 Mr. Raemy, a serial entrepreneur now on his third company saw great potential in the technology and together with some business partners acquired the fledgling company to bring its promising technology to the market. Having moved to eastern Canada, he decided to establish

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Für weitere Fragen stehe ich gerne zur Verfügung.



the company's headquarters in Toronto, a more effective location to enter the North American market and for establishing important relationships with key business



partners in this exciting and emerging new field. Spatial View was incorporated as a Canadian company in 2004.

By 2006 the company established itself as a leading provider of glasses-free 3D displays for digital signage applications. By 2007 the company's products were in use in 15 countries around the world.

BRINGING THE 3D EXPERIENCE TO YOUR SMARTPHONE OR MOBILE DEVICE

In March of 2009, the company launched the 3DeeShell. This beautifully engineered case for the iPhone 3G and 3Gs comes in a variety of designer colors and functions as an excellent protective enclosure for the iPhone with the added benefit of a slide-in lens that enables your iPhone to display stereo 3D images, videos and interactive games; just like in the cinema but without the need for special 3D glasses.

The product has been well received in the market, garnering rave reviews. At MacWorld 2009, the 3DeeShell was awarded the very much coveted distinction of "Best in Show". Canada AM featured the 3DeeShell in one of their technology segments and called Spatial View's 3D technology "amazing".

Along with the 3DeeShell, Spatial View has developed and is marketing a set of iPhone applications for use with it. They are sold on the Apple iTunes Store and include 3DeeCamera, enabling you to take stereo 3D photographs with your iPhone; 3Deeloadr (yes, that is an exclamation point instead of an "L"), to view, download and share 3D photos from Flickr, where there is a large and active 3D stereo photo community; 3DeeWarehouse, to load and display

3D Sketchup models from the Google 3D Warehouse; and 3DeeFriends, for sharing your 3D images with friends on Facebook.

This fall the company plans to introduce a lens attachment for the iPhone and the iPod Touch designed for high volume distribution bundled with Stereo 3D content like images, videos and interactive games of some of



your favorite cinema, cartoon, comic book and sports characters. This device will help to bring the 3D stereo experience to an even greater number of people across the globe. In fact, the company's mission is to "Enable people to enjoy a natural and affordable 3D visual media experience". This new device promises to do that.

3D ON LAPTOPS AND PCS

3D TV's are entering the market and some cable TV companies are planning to introduce 3D cable channels. However, these



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early entrants into the 3D home theatre market still require that you wear special glasses. It will be some time before the technology advances to deliver glasses-free 3D in the home theatre. However, Spatial View is working on a removable screen, called the 3DeeFlector, which will enable you to experience 3D content on your laptop or PC. Eventually, you'll be able to download 3D content or tune into a live 3D broadcast and experience the event on your home computer screen as if you were there.

3D PHOTOGRAPHY

With the introduction this fall of digital stereo cameras, like the one announced

by Fujifilm, photography will never be the same. Imagine looking into the LCD screen of your digital camera and seeing the scene you're about to shoot in 3D, with all the depth and realism that exists in the real world. Now imagine sharing those photos of your loved ones with family and friends also in stereographic 3D on a variety of devices like their Smartphones, their laptops or on their PCs. The 3DeeShell and 3DeeFlector lens attachments make that possible.

Spatial View is also working on technology to bring those images to life in print and in digital picture frames. With Spatial View's technology, stereo pictures will be processed to deliver the greatest depth and smoothest 3D experience on print and digital picture frames. The advent of digital stereo photography will usher in a new age in which our grandchildren will look at our old photo albums and wonder why those old pictures look so flat.

THE NEXT WAVE OF VISUALIZATION TECHNOLOGY

The world of digital visualization is changing. Stereo 3D is here now and gaining momentum. Just like we transitioned from viewing black and white TV to color TV and now High Definition TV, we're on the cusp of the next great transition to stereo 3D. The world as we see it through digital media will never look the same.

Beat and his team at Spatial View are working to help you enjoy a natural (glasses free) and affordable 3D digital media experience on your Smartphones, mobile devices, laptops and PCs. Spatial View hopes you enjoy this next wave of visualization technology and looks forward to bringing you the technologies and products that deliver these awe inspiring results.

For more information or to contact Spatial View please visit www.spatialview.com

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TECHNOLOGY AND STRATEGY INTERWOVEN

Mesh is a web-like pattern or construction that catches and holds that which is drawn into it. It achieves its strength by its interwoven fibers that work together to build strength and substance — each fiber relying on the others woven around and through for support and interconnectivity. The end result is a tangible, quality product that will stand the test of time.

Mesh Innovations Inc. is a professional consulting firm based in Toronto, Canada,

specializing in the development and implementation of customized business-critical Information Technology (IT) solutions.

Mesh's two founders, Philipp Gysling and Stephen Tsou, have been in the Canadian IT industry for over 30 years combined. Complemented by a strong presence in Switzerland, Mesh can also boast extensive overseas experience — experience built largely upon clients in the medical field given Philipp Gysling's strong ties to both Switzerland and the medical industry in general.

Founded with the specific intention of helping clients move from their first generation web presence to second and third generation Internet applications, Mesh's applications are integrated into an enterprise's overall IT architecture in order to support strategic objectives. Their service



offering is diverse and includes, but is not limited to, the following:

- Government consulting
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- Customer Relationship Systems (CRM)
- Globalization of Internet applications (including localization and internationalization)
- Application development
- Creative consultation
- Copy development



And the list is always growing, as is their client roster! As diverse as their staff experience and web savvy, Mesh's clientele is comprised largely of mid-to-large-sized medical and government organizations, but they also serve a myriad other clients in a wide variety of exciting and diverse industries such as travel, telecommunications, medical, local business chambers, and so on. Mesh Innovations is proud to be an Ontario Public Service vendor of record (VOR) and a member of the Swiss Canadian Chamber of Commerce, and the creator of the Chamber's highly visible and well-received website www.swissbiz.ca.

To learn more about Mesh Innovations and the services they can provide to your organization, please visit www.meshinnovations.com. Alternatively, if you'd like to speak directly to one of its directors to see how the motto of "Technology and Strategy



Interwoven" can benefit your company's web presence, please contact them at

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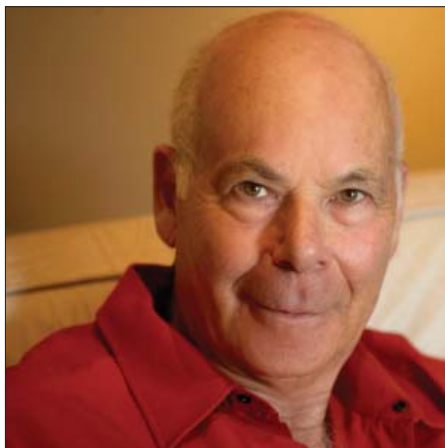
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Bruno's Tip

All work and no play?



ALL WORK AND NO PLAY?

By Bruno Gideon

I don't want to achieve immortality through my work...

I want to achieve it through not dying.

– Woody Allen

Do you know someone who works around the clock and hardly ever goes on vacation? Is 24/7 his motto? Does he believe that no one can do his job as well as he does it? Tell him to be careful: his mental and physical health is in serious danger. He knows of course that it's time to make some changes and his inner voice tells him so with some urgency, but he still does nothing about it. Maybe he's too busy to listen?

Allow me a friendly question: Does this apply to you? If the answer is no, stop reading and continue to enjoy your life. But if the answer is yes or even maybe, think of this quote from Don Bastian: "Life has a way of dispensing with people who are indispensable". That is the last thing you would want to happen, isn't it?

So maybe it is time for a change?

If you agree with me, give enjoyment a higher priority and start having some fun. Spend time with your family, play your favourite game, treasure your friendships, play the sport you've always liked, or just sit back and take a nice long mental vacation. And talking about vacation... when was your last real one?

Do I hear you say: "I want to move ahead and that is the price I have to pay"? Think again. What do you really gain when you work around the clock? Recognition? Possibly. Wealth? Maybe. Job security? Perhaps. Loss of health? Almost for certain.

Have you dedicated some time for yourself and your family today?

Born in Switzerland, Bruno Gideon now lives in Toronto. His inspirational tips to help us improve our daily lives have become a regular feature both in info suisse and on our website. His insight and wisdom, stemming from his vast experience as a successful entrepreneur and author make us reflect on some of our own situations where we could have used his advice. While these particular tips are exclusively written for our chamber, Bruno also has a weekly e-mail newsletter that you can subscribe to, free of charge, by signing up on his website www.brunogideon.com and we encourage you to do so. His books, "Wet Behind the Ears", "Not at My Expense" and "Don't Take No for an Answer!" can be ordered directly through Bruno's website.

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MORE WITH LESS – GET YOUR PEOPLE ON BOARD!

by Karin Lindner

Recently we had a meeting with the President of a large manufacturing organization. He listened to our presentation but did not bother to take a look at our material. He told us in a very straightforward and polite way that he is quite successful in the way that he manages his business and when he wants his people to “start hugging each other”, he will call us back.

It is very interesting for us to see how many people still believe that soft skills have no place in today's business world and who believe that soft skills don't impact the bottom line. For many people in management it seems to be too touchy feely.

Well, the perfect scenario bridges “soft” values that pertain to worker morale and employee engagement, such as recognition and involvement, with “hard” and measurable outcomes.

Managers who think that they are a legend in their own mind and who think that they are successful now, miss a huge opportunity of knowing how much more successful their organization could be with the right people skills and the power of effective communication.

Little things can make a big difference and can spark your work environment!

Now, more than ever, employees feel less connected to their workplace and have little motivation to suggest improvements out of fear that they may replace themselves if they help to do more within a shorter time period and with less manpower.

Why is that?

Can it be that people have lost their trust in management?

Can it be that there is no more loyalty?

Can it be that if no one cares about them that they in turn, don't care about the company?

Many people in manufacturing have survived huge layoffs but who knows how many jobs will still be cut and the question is who has it worse, the people who lost their jobs or the “survivors”?


Unfortunately many supervisors and managers feel that they are in the driver's

seat because it is an employer's market. So many good people are looking for a job and those who still have their jobs are fearful about ruffling any feathers. Mindless comments such as, “if you don't like it, there's the door” are not uncommon.

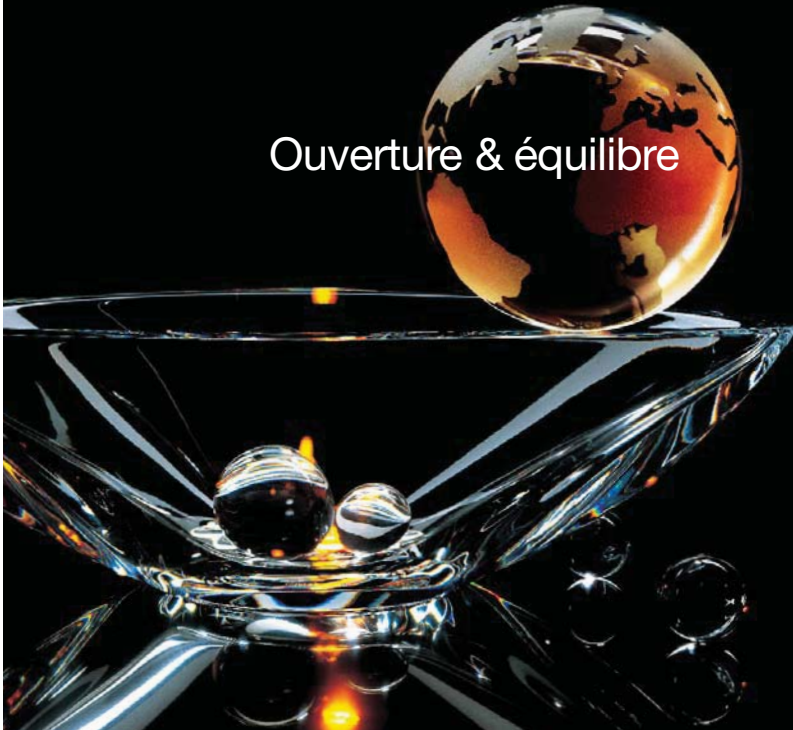
If someone in a management role resorts to yelling and screaming at employees, it demonstrates a lack of communication skills – clearly there are other ways of communicating much more effectively.

Always remember “when emotions are high, intelligence is low”.

If you are like me and you are short-tempered, find a way to cool down before



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you speak to the person. Do a few jumping jacks where nobody can see you. Go outside to get a coffee or simply sleep on it, before you make destructive comments which you can't take back. Find and do whatever works best for you!

We always say that people listen to the same radio channel "WIIFM" (what's in it for me?). You may know the saying – there is no "I" in Team. In my opinion this is simply a wrong statement. Every single one of us has certain self-interest in mind and this needs to be addressed before the big picture comes into play.

As a matter of fact, personal interest, fulfillment and desire are critical factors that motivate us from within to be engaged in whatever we do.

The question is, what role do you want the "layoff survivor" to play in your organization?

Do you want them on board?

Do you want them to row in the same direction?

Do you want them to show initiative and ownership?

Do you want them to show responsibility for their actions?

Do you want them to go the extra mile?

Do you want them to care?

Do you want them to stand 100 % behind you?

Before you can ask them to do any of that, **always ask more of yourself than you ask from others**. The most important thing any leader can do at this moment to improve their organization is to first improve who they are. For things to change, you must change, and for things to get better, you must get better.

Having said that, most organizations today have the same problem and that is how managers, employees and workers demonstrate their actions. Remember, actions speak louder than words and in most cases the scenario is:

Me first, Team second, Vision last.

Wouldn't it be great to turn this around?

Vision first, Team second, Me last.

Well, how can you start showing some action?

According to Stephen Covey: "Begin with the end in mind":

1. Schedule a quiet moment in your busy day and **write down your renewed vision of your company/ your department/ your division**.
Whatever applies to you! Where do you see this company in 10 years?
If you can't visualize it, ask yourself: Why do I still work here?
Paint the ideal picture in your mind – not how it is, how it can be! **Write it in present tense language**, as if you would be already there.
Don't stop writing for 7 minutes – let it flow, you can refine it later.
2. Commit to put this sheet **where you can see it on a daily basis** to have a great reminder!
3. **Inspire and motivate others by sharing your vision!**
You have to show the people the light in the end of the tunnel...
4. If you are not the best speaker, work on it... ... – video tape yourself, watch inspirational speakers and model them, join organizations such as Toastmasters or get Speechcraft into your company (it's free).

5. **Start writing a success journal** – write down 5 successes you have every single day.

The things we tend to reflect on in life are the mistakes we have made and the failures we have experienced. While it is important that we learn from our mistakes, we need to recognize that there's a lesson to be learned and that we build on our successes.

If organizations don't know where they are going, how will they get there?

It is very powerful to communicate a compelling vision and you will be surprised what effect it has on people if they feel that you are sincere. Keep in mind that **purpose** is the most powerful motivator in the world.

Karin is a Human Performance Specialist with KARICO Performance Solutions located in Richmond Hill, Ontario. She is the founder and owner and her mission is to "help organizations and individuals in manufacturing environments to become the best they can be by positively impacting their ROI (Relationships, Outcomes and Improvements)". Karin can be reached at 1-647-401-5274 or by e-mail at karin@karicosolutions.com; you may also visit her website at www.karicosolutions.com



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By Kurt Schläpfer, Switzerland

WHAT ARE E-BOOKS?

Suppose you want to bring some reading material on your beach vacation. If it's only one book, you buy a conventional book on paper. But what if you want to take along ten books? In this case, the answer may be e-books. The question is, however, whether the ten titles you want are available as e-books. And which device should you use to read the e-books? The answers to these questions reveal that e-books have not yet become a success story.

The "Neue Zürcher Zeitung" compares the story of e-books with a movie: The story is no thriller. Although the end is not predictable, the plot lacks suspense and the action is slowly moving. There are no heroes but only mediocre characters and many action replays.

WHAT IS AN E-BOOK?

Literally speaking, an e-book is an electronic book. But this term is rather vague. Does a dictionary on a CD-ROM or an encyclopaedia on a DVD count as an e-book? Strictly speaking no, because these publications are defined by a storage medium rather than by its content. An e-book is simply a data file and as such a digital equivalent to a printed book. In many cases, an e-book is just an electronic version of a previously printed book. From the viewpoint of a publisher, the most important requirement of an e-book is that it can't be copied or changed. The well known and widely used PDF format would technically meet these requirements (if the publisher locks the print function). However, PDF files do not allow the text to

reflow in order to fit the screen width of a reading device. To overcome this problem and to integrate more specific features for e-book users such as adjustable font sizes and text marking options, a number of other file formats have been developed, some of them being proprietary and not applicable to all reading devices. Lacking a standard data format for e-books, the already limited market of e-books is therefore fragmented due to incompatible file formats.

READING E-BOOKS

The features of e-books strongly depend on the device being used to read the e-book. Basically, an ordinary PC can be used for reading e-books, but a number of drawbacks are obvious: As a PC is intended for use at a single location, you are not free to choose where you want to read the e-book, you need power supply and reading may cause eye-strain. A slightly better solution is to read an e-book on a portable PC, for instance on a laptop or notebook. But this device may be heavier than a pile of printed books and the battery life is limited. A truly satisfying solution can only be achieved with a device dedicated to reading e-books. What are the requirements of such a device? It has to be comparable with a printed book in terms of the size and appearance of the text on the screen. The screen should be easily readable in bright light conditions and simulate the appearance of a printed book page without flickering. Another fundamental requirement is low power consumption, allowing for the reading of some thousand pages on one battery charge. The first e-book readers were introduced some 10 years ago, but these models have all disappeared from the market. A vast improvement in the development of e-book readers was the implementation of the e-ink technology. The image on the screen consists of white and black pigments, which simulate printed paper very closely. Once the ink particles have been moved to build up a page, no energy is required to keep the image. Reading a single page is therefore possible without straining the battery; only turning pages requires energy.

While the contrast in bright day light is satisfactory, reading at night needs illumination because the currently available devices have no backlight. Based on the e-ink technology, a number of reading devices have been introduced or announced, three of them being compared in this article (please refer to the table below). The initial strategy of the manufacturers was to keep the design as simple as possible, preferably with only one or two buttons to access the desired page and to turn the pages. In contrast to this, one of the newest e-book readers, the Amazon Kindle 2, boasts additional functions: For downloading e-books (and even newspapers), a wireless modem is built in, allowing access to the Internet. (This service is only offered in the USA.) To add amendments to the text and to download websites, the reading device features a keyboard. Stereo speakers enable the conversion of text to speech. A male or female voice can be selected, and the reading speed is adjustable. With these features, the Amazon Kindle has received the most hype and attention so far. The first Kindle modem which debuted in November 2007, was sold out in 5 ½ hours, although the read-to-me



E-book reader Kindle 2

option was only available with Kindle 2, which was introduced in February 2009. Only three months later, Amazon launched the large-format Kindle DX. This latest reader is primarily designed to read textbooks, which require a larger screen to view maps, graphs and tables. Another e-book reader is the Sony Reader PSP-505, which was introduced September in 2008. The design has fewer buttons, focusing on the primary purpose of the device, i.e. reading books. The reader is lightweight and its reading area is large compared to the overall size. As opposed to the Kindle, the Sony Reader accepts different



The new large-format Kindle compared with Kindle 2

e-book formats. No e-book reader based on the e-ink technology currently offers colour display.

There are also other portable devices capable of being e-book readers, such as netbooks. The smallest models have a screen size of 7 inch, which is comparable with a typical e-book reader. As they have many functions of a generic PC, a wide range of applications apart from reading e-books are possible, all at an attractive prize. The only drawback is that they are distinctly heavier than an e-book reader. Smaller devices are cell phones, such as the Blackberry models or the iPhone. They are lightweight, yet the screen is too small for continuous reading and the battery life is not sufficient.

Some features of currently available e-book readers

	Amazon Kindle 2	Amazon Kindle DX PRS-505	Sony Reader
Screen size	4.9 x 3.6 in 20 x 13.8 cm	12 x 9 cm 4.8 x 3.6 in	8 x 5.5 in 12 x 9 cm
Number of font sizes	6	6	3
Weight	10.2 oz / 536 g	9 oz / 290 g	18.9 oz / 250 g
Download of e-books	wireless or via PC	wireless or via PC	via PC
Keyboard	yes	yes	no
Storage (accessible for users)	1400 MB	3300 MB	192 MB
Book titles available	300,000 from Amazon	300,000 from Amazon	45,000 from Sony, 500,000 from Google
Text-to-speech	yes	yes	no
Price	US\$ 299*	US\$ 489*	CAN\$ 300

* not available in Canada

SELECTION OF E-BOOKS

The total number of ever printed book titles is not known. The Library of Congress holds more than 32 million of printed books. Amazon.com has 18.4 million titles of printed books on its website. Their e-book list comprises 300,000 titles, which is about 1.6 % of Amazon's printed books, and these e-books can only be downloaded to the Kindle reader. Thus, a sizeable proportion of the e-book market is not accessible to owners of other reading devices. This fragmentation is the problem of the e-book market. Other e-book stores offer up to 10 different data formats, but not every title is available in all formats. Therefore, it is difficult to estimate how many titles exist for a given reading device. Sony has made an interesting deal with Google, offering access to more than 500,000 books of Google for the Sony reader model PSP-505. However, the book list comprises mainly titles whose copyrights have expired, meaning that these books were printed before 1924. Clearly, this Google book list lacks topicality and is not comparable with the smaller Amazon selection covering over 275,000 titles. An interesting website for e-books is the World Public Library, giving free access to over 500,000 titles, which are all available in



E-book reader Sony PSP-505

PDF format. While it is no problem to find e-books from authors such as Shakespeare, some current bestsellers will never be published as e-books. For instance, J. K. Rowling, author of the Harry Potter series, has stated that there will be no e-versions of her books. On the other hand, many self-published e-books exist that would have never found a publisher willing to print the book. So, if you are unhappy with the content of an e-book, you may find consolation in John Osborne's quote: "Even the worst book has its good page: the last one."

E-book store	Number of titles	Available data formats
Amazon	300,000	1
Sony	45,000	1
e-Book Mall	210,000	10
Ebooks.com	102,000	3
Cyberread	100,000	4
Fictionswise	50,000	10
World Library	500,000	1
Books on Board	194,000	4

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BALSILLIE ON THE ART OF PARTNERSHIPS

Few Canadian entrepreneurs are as recognizable as Jim Balsillie, Co-CEO of Research in Motion, maker of the ubiquitous BlackBerry. Michael Mancini, CanadExport's Editor-in-Chief, sat down with Balsillie to talk about partnering and its role in RIM's success.



Jim Balsillie, Co-CEO of Research in Motion

Mancini: Mr. Balsillie, thank you for taking some time to talk today.

Balsillie: It's a pleasure to be here.

Mancini: Tell me why partnering was particularly important for RIM.

Balsillie: Well partnering is critical to us and we partnered in many, many ways with many different players. We partner with carriers. You know we used to sell BlackBerry as our own service to market and then we OEM'd [an OEM, or original equipment manufacturer, is a company which produces products which are marketed under the brand of a different company] it through carriers and they became a services platform. So that was very defining.

Actually it was highly criticized at the time but later it was considered revolutionary. So we partnered a lot with application vendors

and third-party device companies like Nokia, Motorola, Samsung, Microsoft, Symbian and Sony Ericsson. So I think we partner well. But to partner you have to bring something to the table where you know the relationship is clear and there's a clear benefit to the other person.

Mancini: Why were you criticized for partnering early on?

Jim Balsillie: It was because of how we OEM'd to the carriers. BlackBerry was originally what we call a mobile virtual network operator, or MVNO, where we bought air time, repackaged it and then we sold it to the market and it was doing very, very well.

But the carriers, particularly AT&T's predecessor at that time Bell South, wanted to bring this to market themselves. They said this is very, very powerful, we like this enterprise opportunity in mobility and we didn't really see it. And then we OEM'd it to the carriers and they became a strategic services platform and the sentiment among some was can the carriers be competent in this kind of business or do we just lose value and touch with our customers. We didn't want to be in contention with the carriers and plus we can't scale.

Mancini: Would you have seen the same kind of growth without having partnered the way you did?

We're now at about 500 carriers in 160 countries. And if we were trying to do that as an MVNO we wouldn't be a tenth of the company we are today.

So you can get leverage in carefully thought out and well structured partnerships. And so

that's what it gave us. But at the time the sentiment among some was that carriers weren't competent and we'd lost control of our customers and we'd given up principle value.

Mancini: So what were the risks for you in partnering at the time?

Jim Balsillie: Well risks are endemic in partnerships. There is always a risk of abuse where you get steamrolled. And you lose relevance and control in your markets and often there are hidden and not so hidden agendas at play. So you have to be very careful in your competitive positioning. The other thing is in a lot of these partnerships you have to make sure that people are prepared to respect the value they each bring. I would say that you generally have to carry a little more of the weight and the work and leave a little more of the economics on the table if you want to leverage multiple partnerships. But you also have to protect your organization so that partnering doesn't capitulate its value. But if you get it right you can get a lot of leverage.

Mancini: Thanks for taking time to chat today Mr. Balsillie.

Jim Balsillie: Thank you Michael.

This article was published in CanadExport by Foreign Affairs and International Trade Canada. For more information, visit Trade Commissioner Service YouTube to watch the video interview with Jim Balsillie, Co-CEO of Research In Motion. ■

SWITZERLAND IN FIGURES

Published by UBS AG, Wealth Management Research

Editors: Carla Duss, Linda Inderbitzin,
sh-iz-ubs-publications@ubs.com

UBS Wealth Management has just released its 2009 edition of "Switzerland in Figures", which lists statistical figures about its



population, national product and national income as well as other highly interesting financial and market information.

The full report is published on our website www.swissbiz.ca under Business Services.



VITERRA ESTABLISHES EUROPEAN OFFICE IN SWITZERLAND

Viterra Inc., Canada's leading agribusiness, has opened its first European office in Switzerland according to Mario Brossi, North American senior advisor for Switzerland Trade and Investment Promotion. Staff in Geneva will manage the expansion of Viterra's grain marketing and origination capabilities in major grain-exporting countries on the Continent, Mr. Brossi said.

Christian Joerg, Viterra's Vice-President and Managing Director, Europe added that "Geneva will serve as the hub of our international grain trading here and allow us to further extend our global reach and agri-food supply chain. Through the Geneva office we plan to develop relationships in destination markets and exporting countries in order to gain access to grains and oilseeds from new regions and capture a greater share of the global demand base."

Commenting on the location, Mr. Joerg said "Geneva is well known for its well-educated, multilingual workforce, and exceptional business community. This is a strategic location for Viterra as it is in closer proximity to areas experiencing increased demand for food ingredients."

Mr. Brossi noted that Geneva is a major trading hub, with over 200 trading companies located in the Region including several major grain trading companies. According to the Geneva Trading and Shipping Association, it is estimated that about 75 million metric tons of grains are traded by these companies. Together they employ approximately 5500 people in the region.

Source: Location Switzerland

SWITZERLAND TAKES FIRST PLACE 2009-2010 GLOBAL COMPETITIVENESS REPORT ISSUED BY THE WORLD ECONOMIC FORUM

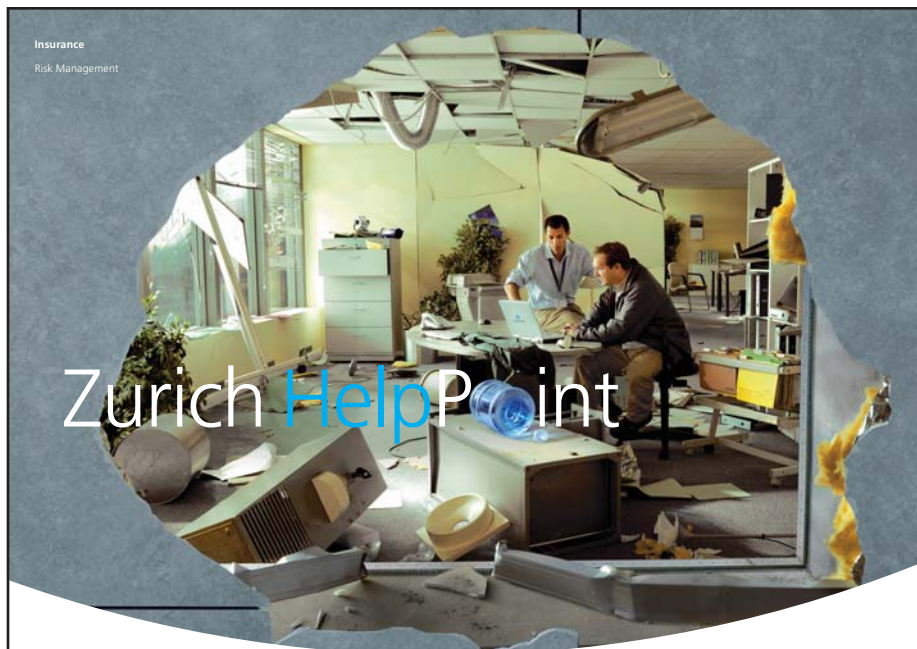
High rankings in this and other FDI decision criteria surveys are among the reasons why Switzerland scored over 49 new or expanded investment projects from North America and

an additional 23 stemming from mergers with Swiss firms in 2008.

New York, September 15 – Switzerland has scored first place in The Global Competitiveness Report 2009-2010 issued by the Geneva-based World Economic Forum according to Mario Brossi, North American senior representative for Switzerland Trade and Investment Promotion. The alpine nation has switched places with the United States, which held first place since the WEF introduced the survey in its current form in 2004, Mr. Brossi said.

As noted on the WEF's website the survey covers 133 countries with rankings calculated from both publicly available data and the Executive Opinion Survey. The latter is a comprehensive annual survey conducted by the Forum together with its network of partner institutes (leading research institutes and business organizations) in the surveyed countries.

Earlier this year the 2009 World Competitiveness Yearbook published by Viterra continued on page 31



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SCCC ONTARIO – 2009 GOLF TOURNAMENT

On Monday, September 14th, under clear blue skies and summer-like temperatures, the SCCC again held its annual golf tournament at the beautiful Meadowbrook Golf & Country Club.



As in the past, the Meadowbrook staff went all out to cater to our needs and make us feel welcome! The course was in great shape and with a shotgun start and the popular scramble format, everyone, from novice to expert golfer had a wonderful time.

This year we were particularly pleased and honoured to welcome Mr. Werner Baumann, Swiss Ambassador to Canada and his wife Susanne who joined us on the golf course as well as for dinner. It was also the (very) last event that our Consul General of Switzerland in Toronto, Mr. Bruno Ryff attended, and over dinner the SCCC presented him with a gift to recognize his support of the SCCC during his tenure in Toronto.

This year, our sponsors went all out to help us make this event a great success: Nestlé's Stouffer lunch was delicious and the water on each cart appreciated. Elise and Francois from Nespresso joined us with some great coffee during lunch, play and again during dinner. Lindt was ever present again with various sponsorships and the din-



ner chocolates are, as always, much enjoyed by everyone. New sponsor this year was Gelato Fresco, with some great ice cream after hole #9.

A completely new activity was the Ricola alphorn and yodelling contest at hole #5, which, over a taste of Kirsch (!), was a hit. The yodelling and alphorn final during dinner produced much enjoyment and fun. Congratulations go to Werner Joller as the winner and all the other participants.



Ricola hole: Aaron Schechter (Alphorn), Wade Clifton, Paul Finnlayson, Paul Girolametto

The \$10,000 hole-in-one offered by Kuehne + Nagel turned up the heat even more; there was no winner but K+N

sponsored a consolation prize for closest to the pin.

Another new event was the "Beat the Pro Shop" on hole #14, where the Meadowbrook Pro Shop doubled your bet if you hit the green.



Ambassador Werner Baumann

The Grand Prize of two business class tickets from Montreal to Zurich graciously donated by Swiss International Airlines and two 8-day passes for first class travel on Swiss railways sponsored by Switzerland Tourism was drawn at the conclusion of the evening and the lucky winner this year was David Chondon. Congratulations, Dave, I know you and your wife are excited and



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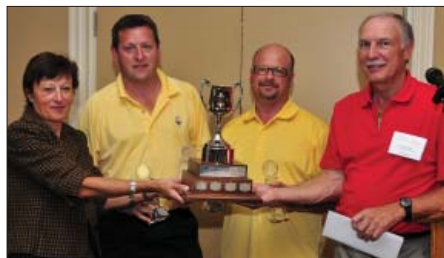
Benita Sennecke, Torsten Schierholz, Albert Maringer, Matey de Lacamp

looking forward to go to Switzerland for the very first time!

I would like to sincerely thank all of our great sponsors for their continued support!

A big 'thank you' also goes to this year's golf committee members, Patricia Keller Schl pfer, Rudi Blatter, Julien Favre and Ernst Notz who worked hard with me behind the scene, as well as Yasmin Stanton for a great job with all graphics and promotional material; I also appreciate the priceless help of our volunteers on that day, namely Kathy

Utigard, Heidi Attenborough, Sylvia Mayer and Alvin Gozum. I could not have done it without you.



Overall Tournament Winners (on behalf of teammates) with Kathy Utigard and Hans Munger

On behalf of the golf committee I would also like to sincerely thank all members and guests who attended and supported this event and hope to see all of you again next year!

*Hans Munger, Chair,
2009 SCCC Golf Committee*



David Chondon, Winner of the Grand Prize

Winners of this year's golf contests were:

Winning Team – Darren Smith, Mike Chrobok, Robert Koven and Brad Wadsworth
#3 Closest to Pin – Ladies: Benita Sennecke /
Men: Brad Wadsworth
#12 Closest to Pin (Kuehne + Nagel)
Ladies: Angelica Schmachtenberg /
Men: Sean Davidson
#16 Longest Drive – Ladies: Lynne Wallace
#8 Longest Drive – Men: Brad Wadsworth
Putting Contest – Julien Favre

Congratulations to all the winners!



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"THE SWISS COOKBOOK" - NEW COOK BOOK FEATURING "THE TASTE OF SWITZERLAND"

Betty Bossi and Switzerland Tourism invite you to join them on a culinary journey through Switzerland. We'll be serving up a wealth of classical favourites, but also treating you to new recipes fresh from the market and featuring typically Swiss ingredients.

Some traditional dishes have been reinterpreted so that the same ingredients produce a completely different dish, but a dish which is still authentically Swiss. This is a cookbook for natives, for everyone living in Switzerland, for fans and friends of Switzerland, for homesick Swiss expats and for foodies, epicures and gourmets – in short, a cookbook for the whole world! Available in any bookstore in Switzerland or win a copy on www.MySwitzerland.com, enter 334779 into search field or order at www.myswitzerland.com/aso

CUISINE SUISSE: LE NOUVEAU LIVRE DE CUISINE DE BETTY BOSSI

Betty Bossi et Suisse Tourisme vous invitez à une balade gastronomique à travers la Suisse et vous mitonne des spécialités traditionnelles ainsi que des recettes inédites à base de produits frais du marché et d'ingrédients typiquement suisses. Gagnez le livre de cuisine de Betty Bossi!

Certains mets traditionnels sont remis au goût du jour: ainsi, des ingrédients classiques donnent lieu à une nouvelle création culinaire qui conserve toutefois son caractère purement helvétique. Des recettes destinées aux autochtones, aux étrangers vivant en Suisse, aux fans et amis du monde entier ainsi qu'aux gourmets de tout poil – autrement dit: un livre de cuisine pour tout le monde! Pour cette raison, l'ouvrage est pour la première fois disponible non seulement en français, mais également en anglais. Gagnez le livre de cuisine de Betty Bossi! www.MySwitzerland.com, recherche 334865 or www.myswitzerland.com/aso

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pastures, where the excellent Swiss cheeses are produced.

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Cows descending from Alpine Pastures (Grimentz) - 26.06.2009 - www.grimentz.ch

Vintner's Festival - 26/27.09.2009 - Praz - www.region-vully.ch

Cheese festival - 27.09.2009 - Wengen - www.wengen.ch

Alpine Culture at Lenk - 06.-17.10.2009 - Lenk - www.lenk-simmental.ch

Benichon de la montagne, folkloric festival with heyload race - 03.10.2009 - Albeuve - www.foiredalbeuve.ch

Valais Chestnut festival - 17/18.10.2009 - Fully - www.fully.ch

INTERfolk Jungfrau - Folklore Festival - 14-18.10.2009 - Interlaken - www.interfolk.ch

AND THE EMMY GOES TO...NBC'S "TRAVEL CAFÉ ST. MORITZ"!

The Engadin Valley, one of the most spectacular regions in the world, would deserve an Emmy for its beauty alone. Last Saturday night the unthinkable happened. This stunning region won its first Emmy - even though they were up against the toughest competition in the category of best entertainment programming, - the Emmys themselves! This is the second time that a program in the U.S. featuring Switzerland as a travel destination received the coveted TV Oscar! The show, hosted by Chuck Henry, was produced in close cooperation with Destination Engadin/St. Moritz and Switzerland Tourism.

Check out the winners of the night at our media corner (<http://is.gd/2K74w>) and get more information on the Emmy awarded region at www.engadin.stmoritz.ch. And

the Emmy goes to...NBC's "Travel Café St. Moritz"!

BERN: BEAR PARK OPENING ON OCTOBER 25

Bern's landmark, the bear pit, is being transformed into a large Bear Park. The Bernese heraldic animal will be released into a new freedom on the beautiful slopes of the river Aare. In the new Bear Park, a landscape is being created that will allow bears to climb, fish and play - but also to withdraw from the public gaze.



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The approximately 6000-m²-site extends from the current bear pit down to the shore of the river Aare. Two small forested areas, many shrubs, three caves and a generously-proportioned pool parallel to the Aare will enable the bears to enjoy a genuine "bear's life."

Designed for an enhanced experience, a visit to the Bear Park is sure to be a very special experience for children as well as adults. The visitor's path leads through the centre of the park, right down to the footpath leading along the shoreline of the Aare, providing visitors with a wonderful insight into a bear's life. Bears can be observed playing, swimming and climbing. www.berninfo.com

OUVERTURE 25 OCTOBRE: UN NOUVEAU PARC POUR LES OURS À BERN

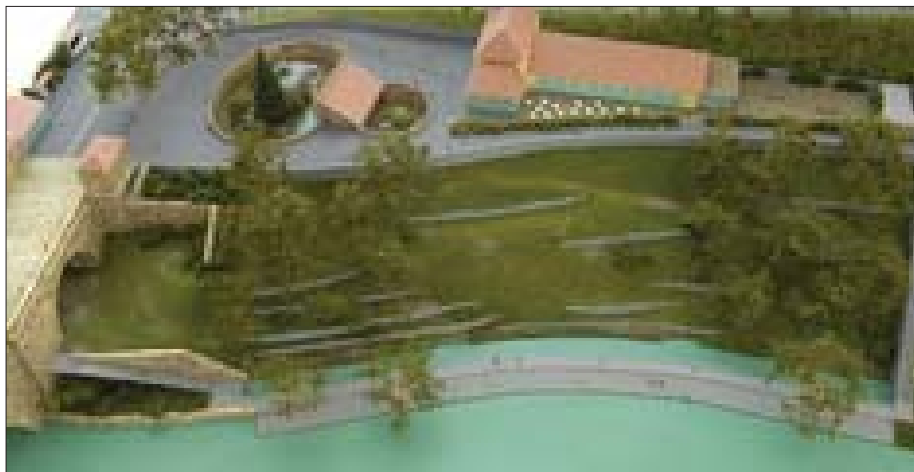
La Fosse Aux Ours, emblème de Bern, se transforme en un grand Parc Aux Ours. L'animal héraldique de Bern se verra offrir une nouvelle liberté sur le splendide versant de l'Aar. Dans le nouveau Parc Aux Ours, un nouveau site sera aménagé, dans lequel ils pourront escalader, pêcher et jouer - mais également se retirer.

Ce terrain, de 6000 mètres carrés environ, s'étend de la Fosse Aux Ours actuelle jusqu'à la rive de l'Aar. Deux petites forêts, beaucoup d'arbustes, trois grottes et un vaste bain parallèle à l'Aar, permettront aux ours d'avoir une vraie vie de plantigrades (image en haute, modèle du parc pour les ours). www.berninfo.com

Une mise en scène exceptionnelle. Une visite au Parc Aux Ours sera pour les enfants, comme pour les adultes, un véritable événement. Un chemin passant au travers du site, conduit les visiteurs sur le sentier des rives de l'Aar, leur permettant d'avoir un formidable aperçu sur la vie des ours. On peut observer de tout près les ours en train de jouer, de se baigner et d'escalader.

UCI WORLD ROAD RACING CHAMPIONSHIPS, MENDRISIO 23-27 SEPTEMBER

After almost forty years the World Road Cycling Championships return to Mendrisio!



The atmosphere is set to thrill both competitors and spectators alike, and all who share their appreciation for the beautiful region hosting the event, for the splendid routes featuring challenging uphill and breathtaking downhill, and for the sheer variety of

entertainment and cultural side-events on offer. Four days of competition and spectacular racing, introduced by a very special opening ceremony complete with a fresh performance of music from the 1939 "Sacra Terra del Ticino". ■

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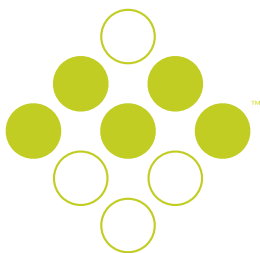
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COCKTAIL D'OUVERTURE DE LA CCCS

Le cocktail d'ouverture de la chambre de commerce qui s'est tenu le 17 septembre dernier dans la nouvelle boutique-bar Nespresso de la rue Crescent a rassemblé plus de cinquante membres et invités.



Madame Monica Schirdewahn, la Présidente de la chambre de commerce, a tout d'abord souhaité la bienvenue aux nouveaux membres avant de remercier chaleureusement le Consul Général de Suisse, Monsieur Claude Duvoisin, d'avoir contribué à la réception en offrant les vins et le directeur de Nespresso Canada, M. Jacques Demont, de nous accueillir dans ses nouveaux locaux et de nous gâter en nous proposant de délicieux et raffinés amuse-bouches.

Cette rencontre marque le début d'une nouvelle saison pour la chambre de commerce qui, cette année, fête son quarantième anniversaire. Tout le monde a levé son verre au succès de celle-ci.



Deux participants ont eu le plaisir de gagner deux entrées à la soirée fondue du 26 novembre prochain.

Olivier Rodriguez, CCCS, Montreal ■

Viterra continued from page 23

the Institute for Management Development listed Switzerland as retaining its 4th place ranking globally and 1st in Europe among the world's 57 most competitive countries.

"Switzerland has traditionally posted high marks in key FDI investment criteria," Mr. Bossi commented, "and these two studies are among the most important. Surveys on softer decision factors such as safety and lifestyle also place Switzerland in a favorable light, including the Mercer Human Resources 2009 Quality of Living Survey of 215 cities, where Zurich, Geneva and Berne are in the top 10."

Mr. Bossi noted that during 2008 Switzerland posted at least 37 new and 12 expanded projects from North America and an additional 76 new projects from other countries around the world. Among some of the significant investors where Blue Coat Systems, Disney Research, Ecolab, Kelly Services, Parker Hannifin, Swarmcast, Alcon, eBay, Microsoft and Yahoo!.

Switzerland Trade and Investment Promotion

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GENEVA CLASSICS – Exhibition of Historic Forms of Transport
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